What is claimed is:

1. A system for user recognition and customized content provisioning, the system comprising:

a data acquisition device for acquiring data related to a user without active user input or participation, the device including a sensor located therein; and

an apparatus capable of presenting customized content to the user, the customized content being related to the acquired data related to the user.

2. The system of claim 1 wherein the data acquisition device is selected from the group consisting of a video camera, a microphone, a finger print identification system, a retinal scan device, a DNA matching device and combinations thereof.

3. The system of claim 1 wherein the apparatus is a television set.

4. The system of claim 1 wherein the apparatus is selected from the group consisting of a radio, a laptop computer, a desktop computer, a personal digital assistant, and a telephone.

5. The system of claim 1 and further comprising a recognition technology device coupled to the data acquisition device, the recognition device receiving the data related to the user and generating identifying information related to the user from the acquired data.

6. The system of claim 5 wherein the recognition technology device is located within a television set.

7. The system of claim 5 wherein the recognition technology device is located in a set top box coupled to a television set.

8. The system of claim 5 wherein the recognition technology device comprises extraction and matching technology and a template database.

9. The system of claim 1 wherein the system is coupled to a content provider system, the content provider system using the data related to the user to customize the content presented by the apparatus.

10. An apparatus for content provisioning comprising:

means for acquiring data related to a user without active user input or participation, the means for acquiring data including a sensor located therein; and

means for presenting customized content to a user in response to parameters associated with recognition of the user.

11. The apparatus of claim 10 and further comprising means for receiving the data related to the user and generating identifying information related to the user from the acquired data.

12. A television system comprising:

a sensor capable of acquiring data related to a user without active user input or participation;

a processor communicatively coupled to the sensor, the determining characteristics of the user based upon the acquired data; and

a display providing content to be viewed by the user, the content being customized for the user based upon the characteristics determined by the processor.

13. The system of claim 12 wherein the sensor is embedded in a remote control device, the remote control device being capable of providing signals to control the display.

14. The system of claim 13 wherein the sensor comprises a fingerprint sensor.

15. The system of claim 12 wherein the processor is disposed within the same housing as the display.

16. The system of claim 12 wherein the processor is part of a set top box.

17. The system of claim 12 wherein the characteristics of the user comprise the identity of the user.

18. The system of claim 12 wherein the characteristics of the user comprise at least one of the age and gender of the user.

19. A method of providing customized content to a user, the method comprising:

collecting user data without active identification measures by the user;

determining characteristics of the user from the collected user data; and

providing customized content to the user based upon the determined characteristics.

20. The method of claim 19 wherein the user data comprises voice data.

21. The method of claim 19 wherein the data comprises finger print data.

22. The method of claim 19 wherein the data comprises video data.

23. The method of claim 19 wherein collecting user data comprises:

collecting identifying characteristics data of the user utilizing sensor technology;

extracting the data from the sensor technology;

matching the data to a data template.

24. The method of claim 19 and further comprising:

transferring the characteristics of the user to a content provider; and

receiving the customized content from the content provider.

25. The method of claim 24 wherein the content provider performs the step of determining characteristics of the user from the collected user data.

26. The method of claim 24 wherein the customized content is customized based upon the age and/or gender of the user.

27. The method of claim 19 wherein the customized content comprises video content.

28. The method of Claim 19 wherein the user data is of a type selected from the group consisting of voice, video, and fingerprint data.

29. A remote control device comprising:

a housing;

electronic circuitry disposed within the housing;

a signal transmitter disposed within the housing;

a plurality of control keys disposed on an outer surface of the housing, at least some of the control keys operable by hand; and

a fingerprint sensor disposed on an outer surface of the housing.

30. The device of claim 29 wherein the fingerprint sensor is embedded in one of the control keys.

31. The device of claim 29 wherein a user of remote control device can be identified by his/her fingerprint when operating the one of the control keys.

32. The device of claim 29 wherein the remote control device comprises is a television remote control for controlling a television set.

33. The device of claim 29 wherein the fingerprint sensor is integrated within a thumb operated cross configuration.

34. The device of claim 29 wherein the fingerprint sensor is implemented on the remote control device as an activation key.